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YOUNG PEOPLE'S USE AND APPRAISALS OF NATURAL AND
COMPETING FIBERS USED IN WEARING APPAREL

A Preliminary Report

Standards and Research Division
Statistical Reporting Service
U. S. DEPARTMENT OF AGRICULTURE

PREFACE

This report deals with teenagers' use of and attitudes toward natural and manmade fibers in selected wearing apparel. It is one of a series of studies being conducted by the Special Surveys Branch, Statistical Reporting Service, to determine consumer reaction to agricultural products. It is part of a broad program to enable the producers of natural fibers to strengthen their market position and to provide consumers with an opportunity to express their reactions to products available to them.

The present study was conducted under the general direction of Trienah Meyers. Margaret Weidenhamer, the project director, designed the survey. Cooperation and advice were provided in the planning stage by the National Cotton Council of America and The Wool Bureau, Incorporated.

The data on which this report is based were collected by W. R. Simmons & Associates Research, Incorporated, of New York, for the Diebold Group, Incorporated, of New York, under contract with the U.S. Department of Agriculture.

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September 1964

YOUNG PEOPLE'S USE AND APPRAISALS OF NATURAL AND
COMPETING FIBERS USED IN WEARING APPAREL

A Preliminary Summary Report

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Statistical Reporting Service

INTRODUCTION

In June and early July 1963, the U.S. Department of Agriculture conducted a survey among teenage girls and boys to determine their use of and attitude toward fibers in selected items of clothing. It is an extension of research conducted by the Department in 1955 on teenage girls' clothing. ^{1/} This preliminary summary presents some of the major findings; since it is being released before final review and analysis, the data are subject to possible revision.

The data are based on personal interviews with 1,691 teenage girls and 1,648 teenage boys, ages 14 through 17. The sample was designed to be representative of all teenagers in this age group in the United States. Teenagers were questioned only about readymade clothing items.

This report presents selected survey findings concerning teenagers' opinions about fiber ownership and their preferences, and reasons for preference for the following readymade garments: Girls' winter and summer skirts, blouses, and everyday dresses; girls' regular-length and half slips; girls' and boys' sweaters, outer jackets or short coats, and rainwear; boys' winter and summer sport shirts, sport jackets, and everyday and dress slacks.

The final report will contain more detailed information about survey results for these garments. Additional information, such as the role of teenagers in shopping for their clothing, will also be covered in the final report.

The findings are presented as summaries of the statements made by the teenagers. In some instances teenagers may have incorrectly identified the materials in their clothing, or ascribed to a material characteristics not generally attributed to it.

In ascertaining fiber ownership, the following questions (or similar questions) were asked the teenagers to encourage the reporting of all fibers or mixtures owned: "What material are most of your readymade _____ made of?" and "What other materials are your readymade _____ made of?" To determine which one fiber a respondent preferred for a particular garment, the teenager

^{1/} Hochstim, Esther S. Teenage Girls Discuss Their Wardrobes and Their Attitudes Toward Cotton and Other Fibers. U.S. Dept. Agr., Mktg. Res. Rpt. 155, April 1957.

was asked: "What material do you like best for your _____?" Teenagers frequently reported owning several different materials for a type of garment; however, where possible, "preference" on the questionnaire was restricted to one material.

For publication purposes, when a trademark was reported it was translated into the generic name. Trademarks for polyester fibers include Dacron, Fortrel, Kodel, and others; trademarks for acrylic fibers include Orlon, Acrilan, and others.

TEENAGERS' INTEREST IN CLOTHES

Among teenage girls, 8 out of 10 described themselves as being "very interested" in the kinds of clothes they wear, and about half (52 percent) of the boys stated that they too were "very interested" in clothes. An even larger proportion (89 percent of the girls and 66 percent of the boys) expressed great interest in selecting the clothes they wear. Both girls and boys gave similar reasons--practical and faddish -- for their interest in choosing their own clothing.

Main reasons given by teenagers for being "very interested" in selecting the clothes they wear:

	<u>Girls</u> <u>Percent</u>	<u>Boys</u> <u>Percent</u>
Want to be stylish, get the right style -----	33	37
Clothes and appearance are important -----	28	20
Am very particular, fussy about clothes -----	23	27
Want to be sure it fits -----	18	16
Want to select the colors or patterns -----	17	17
	<hr/>	<hr/>
Number of cases -----	1,504	1,098

A small minority (2 percent of the girls and 9 percent of the boys) stated they were not interested in selecting their clothes, mainly because their mothers were doing a good job or because they themselves didn't care about clothes. The remainder of the teenagers (9 percent of the girls and 25 percent of the boys) regarded themselves as being only "fairly interested" in selecting their clothing.

WINTER WARDROBES

Winter Skirts

Almost all of the teenage girls (99 percent) wore skirts in the winter. Wool was by far the leading material owned and preferred for these winter skirts. Cotton was the only other material commonly owned for winter skirts, and was second in expressed preferences.

Ownership of and preference for materials in girls' winter skirts (only materials owned by 5 percent or more are shown):

	<u>Ownership Percent</u>	<u>Preference Percent</u>
Wool -----	93	75
Cotton -----	43	11
Wool-polyester -----	9	4
Wool-acrylic -----	5	2
No preference -----	---	4
	<u> </u>	<u> </u>
Number of cases -----	1,671	1,671

Wool was preferred primarily because of its warmth; however, wrinkle resistance, holding shape, and soil resistance were also frequently mentioned. Girls chose cotton for skirts mainly because it didn't irritate and because of its easy washing and ironing features (table 1).

Winter Slacks

About three-quarters of the teenage boys owned winter dress pants, defined as slacks or trousers worn on Sunday or special occasions. Wool and cotton were the major materials used in these slacks, with wool taking the lead. However, about the same proportion of boys indicated a preference for cotton as for wool for these slacks. Wool-polyester and cotton-polyester were the other fibers most frequently owned and preferred.

Ownership of and preference for materials in boys' winter dress slacks (only materials owned by 5 percent or more are shown):

	<u>Ownership Percent</u>	<u>Preference Percent</u>
Wool -----	48	23
Cotton -----	36	24
Wool-polyester -----	14	9
Cotton-polyester -----	11	8
Wool-cotton -----	7	3
Polyester -----	6	4
Rayon/acetate -----	5	3
No preference -----	---	14
	<u> </u>	<u> </u>
Number of cases ---	1,283	1,283

Those who preferred wool for dress slacks stressed its warmth, but they also mentioned that wool held a crease, didn't wrinkle and looked dressy (table 2).

The main factors given for the cotton preference in winter dress slacks were related to comfort--cotton did not irritate, it was cool or not too warm

(particularly in heated places). Others preferred it because it was warm (table 2).

In everyday winter pants, cotton heads the list by a wide margin for both ownership and preference. Cotton's durability and launderability were the major reasons given for preferring it in everyday slacks. Other reasons given were similar to those outlined above for cotton dress slacks (table 2).

Ownership of and preference for materials in boys' winter everyday slacks (only materials owned by 5 percent or more are shown):

	<u>Ownership</u> <u>Percent</u>	<u>Preference</u> <u>Percent</u>
Cotton -----	84	68
Wool -----	14	6
Cotton-polyester -----	9	6
No preference -----	---	9
	<u>=====</u>	<u>=====</u>
Number of cases -----	1,631	1,631

Permanently Pleated or Creased Wool

Teenagers were questioned concerning the idea of processing or treating wool so that girls' wool skirts could be permanently pleated, boys' wool slacks, permanently creased. The large majority (92 percent of the girls and 84 percent of the boys) thought permanent pleating or creasing was a "good idea." In general, teenagers liked the idea that pleats or creases would be permanent, and that little pressing would be required.

The main reasons given by the few girls who thought that permanent pleating of wool skirts was "not such a good idea" were that they did not think the pleats would stay in regardless of how they were treated, or that they did not like pleated skirts, or that the skirts would have to be pressed, whether or not the pleats were permanent.

The minority of the boys who failed to support the idea of permanently creased wool slacks mentioned most often that they did not like wool slacks at all, did not like creases in slacks, or felt that permanent creases would look artificial.

Winter Everyday Dresses

Nearly two-thirds of the teenage girls owned everyday winter dresses. About 7 out of 10 of these girls had a cotton dress, and more than half (56 percent) had a wool dress in their everyday winter dress collections. The main fibers liked best for winter dresses were cotton (46 percent) and wool (31 percent)--they were the only fibers preferred by more than 4 percent of these dress owners.

Cotton everyday winter dresses were preferred mainly because the girls felt they were easy to wash and iron, or because cotton didn't irritate. Those who preferred wool everyday dresses most often mentioned that wool was warm and didn't wrinkle (table 1).

Winter Sport Coats

Almost two-thirds of the teenage boys owned winter sport coats, and a majority (55 percent) of these had wool sport coats. Cotton winter sport coats were mentioned by some (17 percent) of the sport coat owners. Four sport coat owners in 10 preferred wool, and about 1 in 10 preferred cotton.

The main reasons wool sport coats were preferred for winter were that they were warm and didn't wrinkle; advocates of cotton winter sport coats mentioned that cotton did not irritate, it was cool or not too warm (table 2).

Winter Blouses and Sport Shirts

Practically all (99 percent) of the girls owned winter blouses and almost all (98 percent) of the boys owned winter sport shirts (not including knit shirts or T-shirts). Cotton was by far the leading fiber owned and preferred for both of these garments. Cotton-polyester was the second most commonly owned and preferred winter blouse fiber; wool was the second most frequently owned and preferred winter sport shirt fiber.

Ownership of and preference for materials in girls' winter blouses and boys' winter sport shirts (only materials owned by 10 percent or more are shown):

	<u>Girls' winter blouses</u>		<u>Boys' winter sport shirts</u>	
	<u>Ownership</u>	<u>Preference</u>	<u>Ownership</u>	<u>Preference</u>
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Cotton -----	96	74	87	65
Cotton-polyester ---	24	11	10	4
Polyester -----	12	4	*	*
Silk -----	10	1	*	*
Wool -----	*	*	28	10
No preference -----	---	6	---	8
	<hr/>	<hr/>	<hr/>	<hr/>
Number of cases --	1,666	1,666	1,613	1,613

*Indicates fibers owned by less than 10 percent.

The main reasons for the cotton preference in these garments were the ease in washing and ironing mentioned by the girls, and the nonirritating characteristic of cotton mentioned by the boys (tables 1 and 2).

Cotton-polyester was preferred for winter blouses mainly because it didn't wrinkle and was easy to iron or required little or no ironing (table 1). The boys liked wool winter sport shirts primarily because they were warm (table 2).

Disadvantages of the Preferred Winter Fibers

Teenage cotton advocates, for the most part, were not as inclined to cite disadvantages of cotton in their winter garments as were those who preferred wool for these garments. In boys' everyday winter pants, however, an equal proportion of the boys who preferred either wool or cotton criticized the fibers.

Percentage of teenagers who mentioned a disadvantage for the preferred fibers of--

	<u>Cotton</u>	<u>Wool</u>
	<u>Percent</u>	<u>Percent</u>
Girls' winter:		
Skirts -----	34	60
Everyday dresses -----	34	50
Boys' winter:		
Sport shirts -----	26	45
Sport coats -----	36	43
Dress pants -----	36	57
Everyday pants -----	33	33

The disadvantages of cotton most frequently mentioned by those who preferred cotton for winter garments were lack of warmth and wrinkling. Wool's principal disadvantages, in the opinion of the teenagers, were that it irritated the skin, and to a lesser extent, that it was not washable and was too warm. Almost one-third of the girls who preferred either cotton or cotton-polyester for winter blouses cited disadvantages. Although no single disadvantage was mentioned by more than a few, the main problem with cotton was wrinkling and with cotton-polyester, discoloration.

Outer Jackets or Short Coats

A large majority (84 percent of the girls and 89 percent of the boys) owned outer jackets or short outdoor winter coats. Wool and cotton were the leading fibers owned and preferred by the teenagers for these outer garments; leather was also mentioned.

Ownership of and preference for materials in girls' and boys' outer jackets or short coats, excluding the inner lining (only materials owned by 10 percent or more are shown):

	<u>Girls</u>		<u>Boys</u>	
	<u>Ownership</u>	<u>Preference</u>	<u>Ownership</u>	<u>Preference</u>
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Wool -----	46	37	35	23
Cotton -----	33	19	31	20
Leather -----	16	13	11	9
Nylon -----	*	*	13	10
No preference -----	---	11	---	11
Number of cases --	1,416	1,416	1,466	1,466

*Indicates fiber owned by less than 10 percent.

About 8 out of 10 of the teenagers preferring wool outer jackets or short coats commented on its warmth; wool's soil resistance or durability were less frequently cited as reasons for preference. Principal reasons given for preferring cotton outer jackets were that cotton was warm, not too warm, or didn't irritate (table 5). About three-fifths of the teenagers who preferred either wool or cotton had no criticism of the fibers in these garments.

SUMMER WARDROBES

In the summer wardrobes of the teenage girls, cotton was the dominant fiber in blouses, skirts, and everyday dresses. At least two-thirds of those who owned these items preferred cotton for each of these garments. However, cotton-polyester has achieved a substantial position in the teenage summer clothing market. It is the only fiber besides cotton that was preferred by more than 5 percent of the girls for any of these summer articles.

<u>Girls' summer--</u>			
	<u>Skirts</u>	<u>Blouses</u>	<u>Everyday dresses</u>
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Cotton			
Have in wardrobe -----	95	95	95
Most are made of -----	88	85	89
Prefer -----	74	68	71
Cotton-polyester			
Have in wardrobe -----	17	24	17
Most are made of -----	6	8	5
Prefer -----	<u>9</u>	<u>13</u>	<u>8</u>
Number of cases -----	1,605	1,645	1,357
Percentage owning garment ----	95	97	80

Teenage boys also reported a predominance of cotton in their summer wardrobes. Of the boys who owned summer sport shirts and everyday slacks, about 9 out of 10 owned cotton. Almost 6 out of 10 owned cotton dress slacks and nearly 4 out of 10 owned a cotton sport jacket. When the boys selected the fiber they liked best for each garment, cotton was chosen most often and cotton-polyester was second. Cotton-polyester had its greatest popularity in summer dress pants and sport coats.

<u>Boys' summer--</u>				
	<u>Sport shirts</u>	<u>Everyday slacks</u>	<u>Dress slacks</u>	<u>Sport coats</u>
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Cotton				
Have in wardrobe ---	89	91	58	38
Most are made of ---	81	87	46	34
Prefer -----	61	76	40	32
Cotton-polyester				
Have in wardrobe ---	17	10	23	21
Most are made of ---	5	5	18	18
Prefer -----	<u>8</u>	<u>6</u>	<u>17</u>	<u>16</u>
Number of cases --	1,612	1,583	1,142	689
Percentage owning garment -----	98	96	69	42

The main reason given by the teenage boys who preferred cotton for shirts, slacks, and jackets was that cotton was cool. Other characteristics they liked about cotton were: in sport shirts--it didn't cling or irritate and was easy to wash; in everyday slacks--it wore well and was machine washable; in dress slacks--it didn't cling or irritate; in sport jackets--it didn't wrinkle and was available in good colors and patterns (table 3).

The girls who preferred cotton in their summer wardrobe, as well as the boys, were interested in coolness; but the girls were equally concerned with ease of washing or ironing, regardless of the garment (table 3).

Those teenagers who preferred summer clothing of cotton-polyester gave, for the most part, the same reasons as those who chose cotton. However, the cotton-polyester advocates considered it of high importance, after coolness, that the garment not wrinkle.

Disadvantages of the Preferred Summer Fibers

A majority of the teenage advocates of cotton or cotton-polyester were satisfied with these fibers in their summer garments. The few who mentioned disadvantages for either fiber gave similar criticisms, such as wrinkling or not being cool enough. Cotton was more frequently criticized for wrinkling, particularly in summer skirts.

Percentage of teenagers who mentioned a
disadvantage for the preferred fibers of--

	<u>Cotton</u>	<u>Cotton-polyester</u>
	<u>Percent</u>	<u>Percent</u>
Girls' summer:		
Skirts -----	41	32
Blouses -----	29	24
Everyday dresses -----	31	26
Boys' summer:		
Sport shirts -----	24	25
Sport coats -----	26	21
Dress pants -----	27	20
Everyday pants -----	30	34

YEAR-ROUND WEAR

Rainwear

The majority (76 percent of the girls and 68 percent of the boys) owned rainwear--either coats that are meant to be worn only in rainy weather, the multipurpose coats meant to be worn in any weather, or both. About 3 out of 10 of these girls and 4 out of 10 of these boys owned raincoats for rainy weather only; of these, the majority had plastic. About 8 out of 10 of the teenagers owning any rainwear owned a multipurpose coat; for these, cotton was the most often mentioned fiber.

One-fifth of the boys and over one-third of the girls chose cotton as the material liked best for rainwear (raincoats or multipurpose coats); plastic was second, then cotton-polyester. About one-fourth of the teenagers expressed no preference for a material in rainwear.

Ownership of and preference for material (mentioned by 5 percent or more) in girls' and boys' rainwear:

	<u>Raincoat fibers owned</u>		<u>Multipurpose coat fibers owned</u>		<u>Rainwear fibers preferred</u>	
	<u>Girls</u>	<u>Boys</u>	<u>Girls</u>	<u>Boys</u>	<u>Girls</u>	<u>Boys</u>
	<u>Pct.</u>	<u>Pct.</u>	<u>Pct.</u>	<u>Pct.</u>	<u>Pct.</u>	<u>Pct.</u>
Plastic -----	57	57	---	---	13	16
Cotton -----	17	7	51	36	37	20
Cotton-polyester --	---	---	11	12	9	9
Oilskin -----	---	6	---	---	---	---
Cotton-rayon -----	---	---	7	7	---	---
Rayon/acetate -----	---	---	---	6	---	---
Nylon -----	---	---	---	7	---	6
No preference -----	---	---	---	---	24	29
	<u>=====</u>	<u>=====</u>	<u>=====</u>	<u>=====</u>	<u>=====</u>	<u>=====</u>
Number of cases --	414	459	1,086	870	1,289	1,127

The main reasons given for preferring cotton and cotton-polyester rainwear were that they could be worn on any occasion, they were water repellent, or they were cool and airy (table 4). More than three-fifths of the teenagers who chose cotton and about three-fourths of those who chose cotton-polyester did not indicate any dissatisfaction with these fibers. The disadvantages mentioned by a few concerned wrinkling or the fact that the coats were not waterproof or permanently water repellent or that they were not soil resistant. Plastic was preferred by the teenagers who chose it chiefly because it was waterproof. Other considerations were that it was lightweight or could be rolled or folded, making it easy to carry (table 4). However, the majority (57 percent of the girls and 64 percent of the boys) of those who preferred plastic rainwear mentioned some disadvantage--the main criticisms of plastic were that it tore or ripped easily or that it was too hot.

Sweaters

A large majority (97 percent of the girls and 85 percent of the boys) reported having at least one sweater in their wardrobes. Wool was the most commonly owned and preferred sweater fiber by both the girls and boys; however, acrylic sweaters also were popular.

Ownership of and preference for materials in girls' and boys' sweaters (only materials owned by 10 percent or more are shown):

	<u>Girls</u>		<u>Boys</u>	
	<u>Ownership</u>	<u>Preference</u>	<u>Ownership</u>	<u>Preference</u>
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Wool -----	69	35	70	39
Acrylic -----	46	22	24	14
Nylon -----	20	7	*	*
Wool-acrylic -----	17	8	11	5
Cotton -----	*	*	17	8
No preference -----	---	7	---	13
	<u> </u>	<u> </u>	<u> </u>	<u> </u>
Number of cases --	1,641	1,641	1,403	1,403

*Indicates fiber owned by less than 10 percent.

The primary reasons given for the teenagers' preference for wool were its warmth, ability to hold its shape, and availability in many styles and colors. Acrylic was preferred mainly because it did not irritate the skin and acrylic sweaters held their shape. Another characteristic attributed to acrylic sweaters, of particular interest to the girls, was their washability (table 5). Less than 4 in 10 of the acrylic advocates reported disadvantages for this sweater fiber, whereas about 6 out of 10 of the teenagers who preferred wool sweaters mentioned disadvantages. The difference was partially attributable to comments about the irritation from wool, mentioned by nearly one-fourth of the wool advocates. Pilling or losing shape were some disadvantages mentioned for both acrylic and wool.

Machine-Washable Sweaters

Teenage sweater owners were asked their opinion concerning a new development which would make possible the safe machine washing of wool sweaters. About nine-tenths of the teenagers felt this would be advantageous. The main reasons given were that it would save money on dry cleaning, it would save time and be less trouble than hand laundering or dry cleaning, and sweaters would not lose their shape.

Those who said it was not a good idea were apprehensive that, despite the claim, machine washing would not be safe or that the wool sweater would not hold its shape.

Slips

Almost three-quarters of the girls owned both half slips and regular dress-length slips. Nylon was the most frequently owned slip fiber and was preferred by half of the girls for either type slip. Cotton ranked second in ownership frequency and was preferred by roughly one-fifth of the girls. Girls based their preference for nylon mainly on the ease of washing and the need for little or no ironing. Cotton was preferred primarily because it did not cling; coolness was also frequently mentioned. About 7 out of 10 of the cotton advocates had no criticism of cotton--the remainder scattered their unfavorable replies. About one-half of those preferring nylon cited disadvantages--the main one was that it did cling.

Table 1.--Major reasons given by girls for their fiber preference in winter skirts, everyday dresses, and blouses 1/

Reasons	Skirts		Everyday dresses		Blouses	
	Wool	Cotton	Wool	Cotton	Cotton	Cotton- polyester
	Percent	Percent	Percent	Percent	Percent	Percent
Comfort and weight						
Warm -----	75	10	70	8	11	6
Doesn't irritate ----	---	41	---	20	12	15
Not too warm, cool --	---	19	---	16	12	6
Doesn't cling -----	---	8	---	6	7	---
Right weight -----	---	---	---	5	---	---
Performance and durability						
Doesn't wrinkle -----	22	6	21	6	10	38
Soil resistant -----	13	5	9	---	---	7
Holds shape -----	13	---	8	---	5	---
Wears well -----	8	6	7	---	6	---
Holds pleats, press--	7	---	---	---	---	---
Colorfast -----	---	---	---	5	5	---
Appearance and styling						
Good color, prints, patterns -----	9	9	---	5	5	---
Fits well -----	9	5	10	---	6	---
Stylish -----	9	---	7	---	---	---
Variety of styles ---	7	---	9	5	7	---
Goes well with other clothes -----	5	---	---	---	7	---
Dressier -----	---	---	6	---	---	---
Looks neat, clean, fresh -----	---	---	---	---	7	5
Care and laundering						
Can be dry cleaned --	5	---	---	---	---	---
Easy to iron -----	---	21	---	28	39	49
Easy to wash -----	---	15	---	19	23	17
Washable -----	---	14	---	17	6	---
Machine washable ---	---	9	---	14	12	---
Easy to starch -----	---	---	---	---	5	---
Little or no ironing required -----	---	---	---	---	---	22
Doesn't need starch--	---	---	---	---	---	12
Other						
Inexpensive -----	---	5	---	6	---	---
Number of cases -----	1,252	183	341	508	1,232	188

1/ Reasons shown are those mentioned by 5 percent or more of the girls preferring the indicated fiber. Percentages add to more than 100 because of multiple answers.

Table 2.--Major reasons given by boys for their fiber preference in winter sport coats, dress pants, everyday pants, and sport shirts 1/

Reasons	Sport coats		Dress pants		Everyday pants	Sport shirts	
	Wool	Cotton	Wool	Cotton	Cotton	Wool	Cotton
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.
Comfort and weight							
Warm -----	64	19	61	16	14	89	22
Not too warm, cool--	---	27	---	15	11	---	22
Doesn't irritate ---	---	21	6	40	18	7	38
Doesn't cling -----	---	9	---	9	7	---	9
Lightweight but							
warm -----	---	6	---	---	---	---	---
Right weight -----	---	---	---	---	---	---	6
Performance and dura-							
bility							
Doesn't wrinkle ----	14	12	13	8	5	7	7
Holds shape -----	9	---	8	5	5	---	---
Wears well -----	7	---	8	7	23	---	6
Soil resistant -----	6	---	5	6	6	---	---
Holds crease, press-	5	---	26	8	6	---	---
Doesn't tear easily-	---	---	---	---	8	---	---
Appearance and styling							
Good colors, prints,							
patterns -----	11	8	---	---	---	8	10
Variety of styles --	7	9	---	---	6	---	8
Stylish -----	7	8	---	---	9	---	---
Fits well -----	7	6	6	10	8	---	6
Looks nice,							
attractive -----	---	7	---	5	---	---	---
Dressier -----	---	---	14	---	---	---	---
Sporty, casual -----	---	---	---	---	5	---	---
Care and laundering							
Easy to iron -----	---	---	---	6	7	---	9
Washable -----	---	5	---	8	8	---	---
Machine washable ---	---	---	---	---	10	---	---
Easy to wash -----	---	---	---	---	9	---	7
Little or no ironing							
required -----	---	---	---	---	5	---	---
Other							
Inexpensive -----	---	---	---	---	7	---	---
Number of cases -----	434	122	297	307	1,115	168	1,053

1/ Reasons shown are those mentioned by 5 percent or more of the boys preferring the indicated fiber. Percentages add to more than 100 because of multiple answers.

Table 3.--Major reasons for cotton preference in girls' summer blouses, shirts, and everyday dresses and boys' summer sport shirts, everyday pants, dress pants, and sport coats 1/

Reasons	Girls' summer			Boys' summer			
	Blouses	Skirts	Dresses	Sport shirts	Everyday pants	Dress pants	Sport pants
	<u>Pct.</u>	<u>Pct.</u>	<u>Pct.</u>	<u>Pct.</u>	<u>Pct.</u>	<u>Pct.</u>	<u>Pct.</u>
Comfort and weight							
Cool, airy -----	59	62	55	71	46	64	75
Doesn't cling -----	9	10	9	14	7	10	7
Doesn't irritate ----	5	---	6	13	7	11	7
Care and laundering							
Easy to iron -----	34	39	32	10	8	8	---
Easy to wash -----	27	24	22	12	11	8	---
Machine washable ----	15	18	14	6	13	5	---
Washable -----	5	9	11	---	8	8	5
Little or no ironing required -----	5	---	---	---	6	---	---
Easy to starch -----	---	5	---	---	---	---	---
Appearance and styling							
Variety of styles ---	7	6	8	8	---	---	6
Good colors, prints, patterns -----	6	8	8	8	---	---	10
Looks neat, clean, fresh -----	6	---	5	---	---	5	---
Fits well -----	---	---	---	---	7	7	5
Stylish -----	---	---	---	---	7	---	5
Performance and durability							
Doesn't wrinkle -----	6	7	5	5	---	5	13
Wears well -----	5	---	6	6	26	7	---
Colorfast -----	---	5	5	---	---	---	---
Soil resistant -----	---	---	---	---	7	---	6
Doesn't tear easily--	---	---	---	---	7	---	---
Holds crease, press--	---	---	---	---	---	6	---
Holds shape -----	---	---	---	---	---	5	5
Other							
Inexpensive -----	5	5	6	---	7	---	---
Number of cases -----	1,109	1,183	958	980	1,202	460	220

1/ Reasons shown are those mentioned by 5 percent or more of the girls or boys preferring cotton. Percentages add to more than 100 because of multiple answers.

Table 4.--Major reasons given by girls and boys for their fiber preference in rainwear 1/

Reasons	Girls			Boys		
	Cotton	Plastic	Cotton-polyester	Cotton	Plastic	Cotton-polyester
	Percent	Percent	Percent	Percent	Percent	Percent
Appearance and styling						
Can wear for all occasions -----	27	---	35	23	---	42
Stylish -----	10	---	11	8	---	12
Like appearance, looks better -----	---	---	9	9	---	5
Variety of styles -----	---	---	6	8	---	6
Fits well -----	---	---	5	---	---	---
Dressier -----	---	---	---	6	---	11
Looks neat, fresh -----	---	---	---	---	---	5
Performance and durability						
Water repellent -----	21	64	37	26	65	26
Doesn't wrinkle when wet -----	10	5	17	8	---	9
Dries quickly -----	---	12	---	---	8	---
Soil resistant -----	---	11	7	---	8	5
Wears well -----	---	---	8	6	---	5
Holds shape -----	---	---	6	---	---	---
Comfort and weight						
Cool, not too warm, airy -----	16	---	14	19	---	11
Lightweight -----	10	15	5	12	26	13
Warm, heavyweight -----	6	---	7	8	---	7
Doesn't cling -----	5	---	6	---	---	---
Not bulky, can wear over coat -----	---	6	---	---	8	---
Year-round weight -----	---	---	5	---	---	5
Care and laundering						
Washable, doesn't have to be dry cleaned -----	9	---	9	7	---	---
Easy to iron -----	---	---	5	---	---	---
Easy to care for -----	---	---	---	5	---	5
Other						
Can be rolled, folded, carried in pocket -----	---	17	---	---	24	---
Inexpensive -----	---	5	---	---	10	---
Number of cases -----	474	169	117	227	178	98

1/ Reasons shown are those mentioned by 5 percent or more of the girls or boys preferring the indicated fiber. Percentages add to more than 100 because of multiple answers.

Table 5.--Major reasons given by girls and boys for their fiber preference in sweaters and outer jackets or short coats 1/

Reasons	Sweaters				Outer jackets or short coats			
	Girls		Boys		Girls		Boys	
	Wool	Acrylic	Wool	Acrylic	Wool	Cotton	Wool	Cotton
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.
Comfort and weight								
Warm -----	65	14	71	15	83	25	82	30
Doesn't irritate ---	8	51	7	53	---	11	---	14
Doesn't cling -----	5	---	---	5	---	---	---	5
Not too warm, cool--	---	12	---	13	---	16	---	14
Right weight -----	---	---	---	6	---	---	---	---
Lightweight but								
warm -----	---	---	---	5	---	14	5	13
Wind resistant -----	---	---	---	---	5	---	6	---
Water repellent ----	---	---	---	---	---	7	---	---
Performance and dura-								
bility								
Holds shape -----	22	35	15	31	7	5	5	---
Wears well -----	8	---	7	---	10	8	10	8
Soil resistant -----	5	---	---	---	12	9	9	5
Colorfast -----	---	5	---	---	---	---	---	---
Doesn't wrinkle ----	---	---	---	6	10	5	5	6
Doesn't pill, fuzz--	---	---	---	5	---	---	---	---
Appearance and styling								
Variety of styles ---	9	---	10	5	5	7	6	9
Good colors, prints, patterns -----	8	---	11	7	5	---	5	6
Goes well with other clothes -----	8	---	---	---	---	---	---	---
Like texture (gen.)--	7	---	5	7	---	---	---	---
Stylish -----	7	---	---	---	5	8	---	5
Fits well -----	5	---	5	---	---	---	---	---
Looks nice, attractive -----	---	---	5	---	---	---	7	---
Sporty, casual -----	---	---	---	---	---	5	---	---
Care and laundering								
Easy to wash -----	5	20	---	9	---	5	---	---
Washable -----	---	12	---	9	---	12	---	11
Machine washable ---	---	11	---	6	---	5	---	---
Dries quickly -----	---	9	---	---	---	---	---	---
Little or no ironing required -----	---	5	---	---	---	---	---	---
Number of cases -----	571	362	551	194	530	265	336	294

1/ Reasons shown are those mentioned by 5 percent or more of the girls or boys preferring the indicated fiber. Percentages add to more than 100 because of multiple answers.

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